

CABINET MEMBER FOR LIFELONG LEARNING, CULTURE AND LEISURE

**Venue: Town Hall,
Moorgate Street,
Rotherham.**

Date: Tuesday, 18th July 2006

Time: 8.30 a.m.

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Museums, Galleries & Heritage: Meeting the Accreditation Standard for Museum in the UK (Pages 1 - 48)
- to receive the report and approve the accompanying policy documents in order that applications for Accreditation can be submitted
4. Guidelines for future management and development of Rother Valley Country Park (Phil Gill, Green Spaces Manager) (report herewith). (Pages 49 - 57)
- to approve the guidance notes for the preparation of Lease and Development Agreements for Pithouse West and Rother Valley Country Park
5. Date and Time of Next Meeting

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Lifelong Learning, Culture and Leisure Cabinet Member and Advisors
2.	Date:	18th July 2006
3.	Title:	Museums, Galleries & Heritage: Meeting the Accreditation Standard for Museum in the UK
4.	Programme Area:	Children & Young People's Services

5. Summary

The Museum Accreditation Scheme is the national minimum set of standards for UK museums. Museums qualify for the Scheme by meeting clear requirements on how they care for and document their collections, how they are governed and managed, and on levels of information and services they offer to their users.

A report was submitted for cabinet member approval in January 2006 to indicate that the Service had been invited to submit individual applications for its three museums and outline the Scheme's benefits, work required to prepare these applications, and the financial implications. In the 2006-07 financial year, the Service was awarded an increased revenue budget for it to achieve and maintain the Accreditation Standards.

The three applications have now been prepared - Clifton Park Museum, Rotherham Art Gallery and the York and Lancaster Regimental Museum. Applications must be submitted by 31st July, 2006.

The Service is seeking Cabinet Member approval for the two policy documents which must be submitted as part of the applications:

- Service Development Plan
- Acquisitions and Disposals Policy

6. Recommendations

Members receive the report and approve the accompanying policy documents in order that applications for Accreditation can be submitted.

7. Proposals and Details

Service Development Plan

The Service Development Plan has been written to satisfy the stated criteria in the published Accreditation Standard and it also serves as the Team Plan for Museums, Galleries & Heritage, providing an Action Plan linked to corporate objectives.

To ensure the draft Plan meets Accreditation requirements, its contents have been independently verified by Robin McDermott, Regional Accreditation Officer.

The Accreditation Standard dictates that:

The museum must provide the following, in appropriate detail:

- (a) Statement of purpose of the museum*
- (b) Key aims relating to the museum*
- (c) Specific objectives for the museum, to be achieved within the current planning cycle*
- (d) Spending plan*

Planning is a prerequisite of good management. Museums must have a Forward Plan, approved by the governing body or under delegated powers. This will normally be the plan drawn up as part of its own management arrangements and it is not expected that a second document will need to be produced for the Accreditation Scheme. If the museum's specific objectives are contained within a larger corporate plan and expressed in only general terms, as might be the case for example in a university or a local authority, then the museum must supply in addition a copy of a more precisely focused document which it uses for its own management purposes.

There is no single template recommended for plans as different types of museum will need different approaches, and therefore the length and complexity of the plan may vary in accordance with the scale of a museum's operation. Planning cycles also vary, with some being annual and others being on a longer timescale.

Details must be supplied of the projected spending plan for both the current year and the year following. It is understood that figures going beyond the current year may not have received formal approval of the governing body at the time of application, and may still be at an outline stage. However, they are required as evidence of the museum's forward planning capabilities and in support of the implementation of the museum's specific objectives.

Acquisitions and Disposals Policy

The Acquisitions and Disposals Policy has been written to satisfy the stated criteria in the published Accreditation Standard.

To ensure the draft Policy meets Accreditation requirements, its contents have been independently verified by Robin McDermott, Regional Accreditation Officer.

The Accreditation Standard dictates that:

A copy of the museum's Acquisition and Disposal Policy meeting the Accreditation Standard must be provided, together with evidence that it has been formally approved by the museum's governing body in the form of a dated committee minute signed by a properly authorised person. Where the structure of the governing body (e.g. a Cabinet style of local government) does not permit this, evidence must be provided that the policy has been approved under delegated powers.

The outline takes into account relevant parts of the Museums Association Code of Ethics (2002). In particular, the following sections of the code place on museums an obligation to:

- *Acquire items honestly and responsibly*
- *Safeguard the long term public interest in the collections*
- *Recognise the interests of people who made, used, owned, collected or gave items in the collections*

The UK ratified the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, with effect from 1 November 2002. This Convention requires the United Kingdom to ensure that no museum accepts into its permanent collection any items that have been illegally exported. Any museum which does accept illicitly traded items may commit an offence under the Dealing in Cultural Objects (Offences) Act 2003. The DCMS will issue guidance on the responsible acquisition of cultural property in 2005.

Arguments for and against the return of cultural property depend not only on legal considerations but also on ethical, emotional and, on occasion, political factors. Museums holding in their collections material which might well form the object of a request for return are advised to establish policies and procedures which will make handling such requests easier to address.

Disposal of items from museum collections is not ruled out where there are sound curatorial reasons for pursuing this course, but unless each museum governing body accepts the principle of 'strong presumption against disposal', the whole purpose of the museum, and public trust in it, may be called into question.

8. Finance

The applications for Accreditation are being submitted on the basis of the revised revenue budget settlement for the Museums, Galleries & Heritage Service, namely:

Additional £7000 for each financial year from 2006-07, for maintaining permanent exhibitions

Additional £6000 for each financial year from 2006-07, for temporary exhibitions and events

Total of £20,000 for insurance revaluation of collections – this project will be undertaken following the submission of applications for Accreditation

Total of £67,000 for replacement of collections management software and data transfer – this project will be undertaken following the submission of applications for Accreditation

9. Risks and Uncertainties

Failure to achieve and maintain Accredited Status would effectively mean that the three museums will no longer be recognised as meeting national standards.

This would damage the reputation of the Service and Council and would impact on the CPA score of the Culture and Leisure Service.

It could also open up the possibility that donors/lenders will request that the collections are returned to them.

The financial implications would be particularly severe. Organisations such as the Heritage Lottery Fund would have a legitimate reason to demand the return of any grants awarded, and the Service would also be debarred from bidding for further grants from a number of funding bodies.

10. Policy and Performance Agenda Implications

Satisfying – and aiming to exceed – the Accreditation Standard is fundamental to work that the Service does to deliver the corporate aims and objectives.

11. Background Papers and Consultation

Attached:

Service Development Plan, Part 1 – Direction of Travel

Service Development Plan, Part 2 – Action Plan, 2006-07

Acquisitions and Disposals Policy – Clifton Park Museum and Rotherham Art Gallery

Acquisitions and Disposals Policy – York and Lancaster Regimental Museum

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**Clifton Park Museum
and
Rotherham Art Gallery**

**Acquisition and Disposal Policy
July 2006 – July 2011**

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

Acquisition and Disposal Policy

Museums: Clifton Park Museum and Rotherham Art Gallery

Governing Body: Rotherham Metropolitan Borough Council

Date approved by governing body: July 2006

Date at which policy due for review: July 2011

Introduction

This is the Policy Statement regulating the acquisition and disposal of items for the collections of Clifton Park Museum and Rotherham Art Gallery. The adoption and implementation of such a policy by Rotherham Metropolitan Borough Council is a requirement of the MLA Accreditation Scheme for museums and galleries in the UK.

The Acquisition and Disposal Policy is publicly available and confirms:

- The duty of Rotherham Metropolitan Borough Council to maintain collections in perpetuity for the public benefit.
- The subject areas within which the Museums, Galleries and Heritage Service will collect.
- The geographical and other limits within which it collects.
- How the Museums, Galleries and Heritage Service co-ordinates collecting with other museums and public agencies, to avoid unnecessary duplication or competition
- The legal and ethical safeguards required to ensure that acquisitions made for public benefit are acquired in a legitimate and professional manner.

1. Existing collections, including the subjects or themes for collecting

a) Social History

The Social History Collection contains objects and ephemera which illustrate the themes of domestic, personal and community life within the Borough from 1660 to the present day. Most of the material dates from 1850 to 1950. The majority of items have a direct local or regional association, or were given or bequeathed by local people.

These collections include domestic and household equipment, weights and measures, domestic and industrial glassware, cultural items relating to leisure and religious activities and glass lantern slides. There is also a small collection of military items distinct to that of the York & Lancaster Regimental Museum. The costume and textile collection includes clothing, accessories and domestic textiles dating from 1800 to the present day, with female clothing predominating.

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

b) Industrial History

The Industrial History Collection contains objects and ephemera illustrating the theme of working life within the Borough from 1750 to the present day. Most of the material dates from 1850 to 1950. The majority of items have a direct local or regional association, or were given or bequeathed by local people. These collections include, tools and equipment used by local manufacturers and the products of these industrial processes.

c) Archaeology

The Archaeology Collection includes large collections excavated from the Roman Fort at Templeborough, Roche Abbey and Jesus College (Rotherham). Additional material has come from smaller sites in Rotherham Metropolitan Borough, around Britain and overseas. The collections span the periods of human culture from the Palaeolithic to Medieval times.

d) World Cultures

The World Cultures Collection consists of objects originating from Africa, Asia, the Americas and Oceania. In 1981 the collection was transferred on loan to Leeds Museum. Collections staff from Rotherham MBC are in the process of documenting and cataloguing this collection, with a view to bringing the collections back to Rotherham during the life of this Policy.

e) Numismatics & Philately

The Numismatics Collection, a small percentage of which are foreign, includes items dating from the 4th century BC to the 20th century AD.

The Philately Collection is a small collection of (mainly) British stamps.

f) Fine Art

The Fine Art Collection consists of oil paintings and water-colours, and prints including water-colours oil paintings acquired in 1908 by way of the Nightingale bequest. These with other similar items form a strong collection of Victorian paintings in good condition. There is also a good collection of sculpture items.

g) Decorative Art

The Decorative Art Collection is predominated by ceramic items which includes a large collection from Yorkshire potteries. The most significant collection is of earthenware and porcelain from the Swinton Pottery/Rockingham Works. There are also glass items including a collection of 18th century drinking glasses and Victorian decorative pieces.

h) Natural Sciences

The Natural Sciences Collection contains vertebrate specimens (including birds, birds eggs, fish, amphibians and mammals); invertebrate specimens (including molluscs and insects from Rotherham Metropolitan Borough, the UK and around the world); botanical specimens (including vascular plants, lichens and fungi); geological specimens from Yorkshire and Great Britain and a small number of minerals from around the world; and palaeontological items, mostly of Rotherham provenance and rich in fossil plants. Most of the vertebrate, flora and invertebrate specimens in the Natural Sciences Collection are representatives (vouchers) specimens of the records held by Rotherham MBC Biological Records Centre.

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

2. Criteria governing future collecting policy, including the subjects or themes for collecting

Additions to the permanent collections will be primarily of provenanced material made, used or associated with people, places or activities within Rotherham Metropolitan Borough. Non-local material, including common or mass produced items of a type which would have been used by people living in the Rotherham area, may be acquired to fill gaps in an existing collection or for specific purposes of study or display providing no other Registered or Accredited museum has a prior claim. Material will not be collected unless it will have some identifiable long term use, whether for research, reference, display or other legitimate purpose.

a) Social History

Priority will be given to:

- Provenanced material dating before 1850
- Material relating to rural life, customs and traditions
- Material and supporting information relating to the history of Clifton House and Park, including the Walker family and other former occupants.
- Complete outfits of all periods with associated information to fill gaps in existing collection.
- Material relating to Rotherham Militia & locally raised units apart from the York & Lancaster Regiment.
- Documentary material and ephemera which is closely associated with, or provides a context for, museum objects and local working and community life as illustrated by the museum collection. Such material includes handbooks associated with machinery, letters and photographs relating to users of objects, and ephemera which may be considered objects in their own right such as railway tickets or souvenir programmes. Other archival material will be referred to Rotherham Archives, or other designated records office as appropriate.

b) Industrial History

Priority will be given to:

- Material relating to manufacturing industries, trades and crafts formerly carried out within the borough, especially domestic cast ironwork and other metal work, pottery and glass, together with supporting information about the people who worked in them.
- Occupational costume of all periods

c) Archaeology

The collecting area will include all land within the boundaries of Rotherham Metropolitan Borough. Priority will be given to artefact material and residues from processed samples dating from the Palaeolithic period to the Medieval period. The early post-Roman period will be a priority.

Any chance finds offered to the Museum will be referred to the local Finds Liaison Officer for recording under the Portable Antiquities Scheme, if not already reported.

Archaeological archives (objects) will only be accepted in line with the conditions set out in The South Yorkshire Policy for accepting Archaeological Archives in Appendix 1.

d) World Cultures

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Current collecting in this area is suspended except in exceptional circumstances.

e) Numismatics & Philately

Current collecting for the Philately Collection is suspended except in exceptional circumstances.

Rotherham Museums, Galleries & Heritage Service does not seek to develop a comprehensive collection of British and foreign coinage.

Priority will be given to:

- Well provenanced medieval and earlier coinage recovered from organised archaeological fieldwork (or other archaeological sources eg chance finds) in Rotherham Metropolitan Borough, together with later coins and tokens used in the area. In the case of hoards or other assemblages containing coins, the Museum will expect to acquire the whole assemblage
- Numismatica relating to Social or Industrial History will only be collected if there is a direct association with a person, place or event in Rotherham Metropolitan Borough.

Any coins dating to before 1700 found by chance and offered to the Museum will be referred to the local Finds Liaison Officer for recording under the Portable Antiquities Scheme, if not already reported.

f) Fine Art

Priority will be given to:

- Work of local and regional (and where appropriate national) significance
- Work which develops the existing collection of 19th and 20th century British art

g) Decorative Art

Priority will be given to:

- Wares produced by the potteries that manufactured within Rotherham Metropolitan Borough that enhance and fill gaps in the current collections.
- Decorative glassware produced by the manufacturers that operated within Rotherham Metropolitan Borough.

h) Natural Sciences

Collecting will take place throughout the Rotherham Metropolitan Borough area to build up a representative set of specimens for critical genera. Voucher specimens will be accepted, mainly from the principal natural sites, in conjunction with Rotherham Biological Record Centre.

Priority will be given to prepared specimens from Rotherham Metropolitan Borough and those having relevance to existing holdings, for example:

- Vertebrates, especially older documented specimens if historic or by named taxidermists or specimens from a Rotherham collector, but only where specimen source is known or assured.
- Invertebrates, specifically Rotherham specimens of arthropods, particularly non-insect.
- Botany, including vascular plants of critical genera such as grasses and ferns if the

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material is properly representative of the plant, fungi specimens that are well provenanced and prepared and lichens from Rotherham Metropolitan Borough with good data.

- Palaeontology, with a focus on palaeontological specimens not represented in the collections and palaeobotanical material, especially excellent quality fern specimens.
- Geology, collecting will prioritise local specimens with good data that fill gaps in the existing collection. Advice will be sought in acquiring specimens from sites of scientific interest where specific rock types or exposures are very scarce or better preserved in situ.

3. Period of time and/or geographical area to which collecting relates

The period of time and/or geographical area to which collecting relates differs from one collection to another. In general the collecting area for the museum will be restricted to the area of Rotherham Metropolitan Borough. In specified collections this will be widened to include Yorkshire, the UK and world-wide.

Date boundaries to which collecting relates also differs from collection to collection, but the museum's collections cover all periods from earliest periods to present day.

Collection	Geographical Collecting Area	Date Boundaries for Collecting
Social History	Rotherham Metropolitan Borough	c.1450 to present day
Industrial History	Rotherham Metropolitan Borough	c.1450 to present day
Archaeology	Rotherham Metropolitan Borough, Yorkshire, Britain and world	Palaeolithic to c.1450
World Cultures	Africa, Asia Americas and Oceania	Not currently collecting in this subject area c.1800 to 1950
Numismatics and Philately	Rotherham Metropolitan Borough, Yorkshire, Britain and world	Philately Collection: Not currently collecting in this subject area Numismatics Collection c.4 th century BC to present day
Fine Art	Rotherham Metropolitan Borough, Yorkshire, Britain and world	c.1450 to present day
Decorative Art	Rotherham Metropolitan Borough, Yorkshire, Britain and world	c.1450 to present day
Natural Sciences	Rotherham Metropolitan Borough, Yorkshire, Britain and world	Precambrian era to present day

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

4 Limitations on collecting

The museum recognises its responsibility, in acquiring additions to its collections, to ensure that care of collections, documentation arrangements and use of collections will meet the requirements of the Accreditation Standard. It will take into account limitations on collecting imposed by such factors as inadequate staffing, storage and care of collection arrangements.

5 Collecting policies of other museums

The Museums, Galleries & Heritage Service will take account of the collecting policies of other museums and other organisations collecting in the same or related areas or subject fields. It will consult with these organisations where conflicts of interest may arise or to define areas of specialisms, in order to avoid unnecessary duplication and waste of resources.

Specific reference is made to the following museums or organisations:

- Sheffield Galleries & Museums Trust
- Sheffield Industrial Museums Trust
- Doncaster Museum & Art Gallery
- Barnsley Metropolitan Borough Council Museums & Galleries
- MAGNA
- York & Lancaster Regimental Museum
- Local History Societies within Rotherham Metropolitan Borough
- Rotherham Archives & Local Studies
- Rotherham Biological Records Centre
- Cresswell Heritage Trust

6 Policy review procedure

The Acquisition and Disposal Policy will be published and reviewed from time to time, at least once every five years. The next review of the Policy is due in May 2011.

The regional agency, MLA Yorkshire, will be notified of any changes to the Acquisition and Disposal Policy, and the implications of any such changes for the future of existing collections.

7 Acquisitions not covered by the policy

Acquisitions outside the current stated policy will only be made in very exceptional circumstances, and then only after proper consideration by the governing body of the museum itself, having regard to the interests of other museums.

8 Acquisition procedures

a. The museum will exercise due diligence and make every effort not to acquire, whether by purchase, gift, bequest or exchange, any object or specimen unless the governing body or responsible officer is satisfied that the museum can acquire a valid title to the item in question.

b. In particular, the museum will not acquire any object or specimen unless it is satisfied that the object or specimen has not been acquired in, or exported from, its country of origin (or any intermediate country in which it may have been legally owned) in violation

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

of that country's laws. (For the purposes of this paragraph 'country of origin' includes the United Kingdom).

c. In accordance with the provisions of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, which the UK ratified with effect from November 1 2002, and the Dealing in Cultural Objects (Offences) Act 2003, the museum will reject any items that have been illicitly traded. The governing body will be guided by the national guidance on the responsible acquisition of cultural property issued by DCMS in 2005.

d. So far as biological and geological material is concerned, the museum will not acquire by any direct or indirect means any specimen that has been collected, sold or otherwise transferred in contravention of any national or international wildlife protection or natural history conservation law or treaty of the United Kingdom or any other country, except with the express consent of an appropriate outside authority.

e. The museum will not acquire archaeological antiquities (including excavated ceramics) in any case where the governing body or responsible officer has any suspicion that the circumstances of their recovery involved a failure to follow the appropriate legal procedures, such as reporting finds to the landowner or occupier of the land and to the proper authorities in the case of possible treasure as defined by the Treasure Act 1996 (in England, Northern Ireland and Wales) or reporting finds through the Treasure Trove procedure (in Scotland).

f. Any exceptions to the above clauses 8a, 8b, 8c, or 8e will only be because the museum is either:

- acting as an externally approved repository of last resort for material of local (UK) origin; or
- acquiring an item of minor importance that lacks secure ownership history but in the best judgement of experts in the field concerned has not been illicitly traded; or
- acting with the permission of authorities with the requisite jurisdiction in the country of origin; or
- in possession of reliable documentary evidence that the item was exported from its country of origin before 1970.

In these cases the museum will be open and transparent in the way it makes decisions and will act only with the express consent of an appropriate outside authority.

g. Acquisition of photographs, works of art or other material still in copyright, must be accompanied by assignment of copyright (or licensing of copyright if assignment is not possible, or with the name and address of the copyright holder for future reference). Where it is impossible to establish the current copyright holder, this should be noted and as much information as possible recorded about the artist, photographer and donor as relevant.

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

9 Spoliation

The museum will use the statement of principles 'Spoliation of Works of Art during the Nazi, Holocaust and World War II period', issued for non-national museums in 1999 by the Museums and Galleries Commission and any subsequent directives issued by the MLA.

10 Repatriation and Restitution

The museum's governing body, acting on the advice of the museum's professional staff, if any, may take a decision to return human remains, objects or specimens to a country or people of origin. The museum will take such decisions on a case by case basis, within its legal position and taking into account all ethical implications.

11 Management of archives

As the museum holds archives, including photographs and printed ephemera, its governing body will be guided by the Code of Practice on Archives for Museums and Galleries in the United Kingdom (3rd ed., 2002).

The Museums, Galleries & Heritage Service only collects records, documents and photographs which are closely associated with its collections. General archival material which is not directly related to our collections and which we do not wish to accession is referred to the Archives and Local Studies Unit of Rotherham MBC, for specialist archival care. This is outside the scope and policy of the Museums, Galleries & Heritage Service.

The Museum, Galleries & Heritage Service will continue to liaise with the Archives and Local Studies Unit over matters of mutual interest to provide a co-ordinated approach to the collection and cataloguing of archival and related material.

Archaeological archive records will only be accepted in accordance with the Policy agreed by South Yorkshire Archaeology Service Advisory and Liaison Panel.

12 Disposal procedures

a. By definition, the museum has a long-term purpose and should possess (or intend to acquire) permanent collections in relation to its stated objectives. The governing body accepts the principle that, except for sound curatorial reasons, there is a strong presumption against the disposal of any items in the museum's collection.

b. The museum will establish that it is legally free to dispose of an item. Any decision to dispose of material from the collections will be taken only after due consideration.

c. When disposal of a museum object is being considered, the museum will establish if it was acquired with the aid of an external funding organisation. In such cases, any conditions attached to the original grant will be followed. This may include repayment of the original grant.

d. Decisions to dispose of items will not be made with the principal aim of generating funds.

e. Any monies received by the museum's governing body from the disposal of items will be applied for the benefit of the collections. This normally means the purchase of further

Clifton Park Museum & Rotherham Art Gallery, Acquisition & Disposal Policy

acquisitions but in exceptional cases improvements relating to the care of collections may be justifiable. Advice on these cases will be sought from MLA.

f. A decision to dispose of a specimen or object, whether by gift, exchange, sale or destruction (in the case of an item too badly damaged or deteriorated to be of any use for the purposes of the collections), will be the responsibility of the governing body of the museum acting on the advice of professional curatorial staff, if any, and not of the curator of the collection acting alone.

g. Once a decision to dispose of material in the collection has been taken, priority will be given to retaining it within the public domain, unless it is to be destroyed. It will therefore be offered in the first instance, by gift, exchange or sale, directly to other Accredited Museums likely to be interested in its acquisition.

h. If the material is not acquired by any Accredited Museums to which it was offered directly, then the museum community at large will be advised of the intention to dispose of the material, normally through an announcement in the Museums Association's Museums Journal, and in other professional journals where appropriate.

i. The announcement will indicate the number and nature of specimens or objects involved, and the basis on which the material will be transferred to another institution. Preference will be given to expressions of interest from other Accredited Museums. A period of at least two months will be allowed for an interest in acquiring the material to be expressed. At the end of this period, if no expressions of interest have been received, the museum may consider disposing of the material to other interested individuals and organisations.

j. Full records will be kept of all decisions on disposals and the items involved and proper arrangements made for the preservation and/or transfer, as appropriate, of the documentation relating to the items concerned, including photographic records where practicable in accordance with SPECTRUM Procedure on deaccession and disposal.

York & Lancaster Regimental Museum

**Acquisition and Disposal Policy
July 2006 – July 2011**

York & Lancaster Regimental Museum, Acquisition & Disposal Policy

Acquisition and Disposal Policy

Museum: The York and Lancaster Regimental Museum

Governing Body: Trustees of the York & Lancaster Regimental Museum

Date approved by governing body: July 2006

Date at which policy due for review: July 2011

Introduction

This is the Policy Statement regulating the acquisition and disposal of items from the collection of the York & Lancaster Regimental Museum. The adoption and implementation of such a policy by Rotherham Metropolitan Borough Council as Trustees of the York & Lancaster Regimental Museum is a requirement of the MLA Accreditation Scheme for museums and galleries in the UK

The Acquisition and Disposal Policy is publicly available and confirms:

- The duty of the Trustee of the York and Lancaster Regimental Museum (hereinafter called 'the Trustee') to maintain collections in perpetuity for the public benefit.
- The subject areas which will be collected.
- The geographical and other limits within which it collects.
- How the Trustee will co-ordinate collecting with other museums and public agencies, to avoid unnecessary duplication or competition.
- The legal and ethical safeguards required to ensure that acquisitions made for public benefit are acquired in a legitimate and professional manner.

1. Existing collections, including the subjects or themes for collecting

In general, objects, photographs and records acquired will have originated from or have an association with the York and Lancaster Regiment, or its forbears, the 65th and 84th Regiments of Foot.

This could include material from any part of the world in which the Regiment served (principally India, New Zealand, Africa, and Europe) and cover all aspects of Regimental life during the period of time 1758 – 1968.

There are, however, some exceptions where collection on a wider scale is desirable or necessary. These instances are described under the relevant subject headings.

Where material that does not have an association with the regiment is offered, the donor will be referred to a more appropriate Museum, particularly if it has an association with another regiment.

York & Lancaster Regimental Museum, Acquisition & Disposal Policy

2. Criteria governing future collecting policy, including the subjects or themes for collecting

Material will not be collected unless it has some identifiable long term use, whether for research, reference, display or other legitimate purpose.

a) Uniforms

Examples of uniform from the 65th and 84th Regiments of Foot, and the York and Lancaster Regiment may be collected. Preference will be given to those pieces of uniform that can be set within context through provenance. Un-provenanced items will not be accepted unless they are in especially good condition, or they serve to highlight the chronological development of the uniforms worn by the Regiment and its forbears.

b) Medals

Medals awarded to those who served in the York and Lancaster Regiment or its forbears may be collected. An emphasis will be placed upon pre 1900 campaign and gallantry awards. Medals awarded during the 20th century should have detailed provenance.

c) Weapons

Rotherham Libraries, Museums and Arts Service holds a firearms licence, (renewable in the year 2007). The Regimental Museums Store and the York & Lancaster Regimental Museum display are the repositories for all firearms, and all firearms are collected and stored in accordance with the Firearms (Amendment) Act 1988. No live ammunition is held or will be collected.

Edged weapons and firearms will only be collected where there is a known association with the York and Lancaster Regiment or its forbears, or to fill gaps in the existing collection.

d) Commemorative Items

Examples of Commemorative items associated with the York and Lancaster Regiment or its forbears may be collected when well provenanced, or to fill gaps in the existing collection.

e) Archival Material

The Regimental Archive is held at the York and Lancaster Regimental Museum. Archival material will be collected where it has a known association and does not duplicate material already held.

f) Photographs

Photographic material relating to the York and Lancaster Regiment or its forbears will be collected when well provenanced.

g) Other

Items which do not fall into the above categories will be collected if they have an association with the York and Lancaster Regiment or its forbears. For the lifespan of this policy it is intended to actively collect material relating to families and especially women who have a close association with the Regiment.

York & Lancaster Regimental Museum, Acquisition & Disposal Policy

h) The Yorkshire Regiment Currently Recruiting in Traditional York & Lancaster Regiment Recruiting Areas

As the current successor regiment to the York and Lancaster's, The Yorkshire Regiment continues to actively recruit from South Yorkshire. Items from the Regiment may be acquired or borrowed for the purposes of promoting the army in Yorkshire.

3. Period of time and/or geographical area to which collecting relates

The York & Lancaster Regimental Collection includes material from any part of the world in which the Regiment served, (principally India, New Zealand, Africa, and Europe). It also covers all aspects of Regimental life during the period of time 1758 – 1968. Related material post 1968 will also be considered.

4. Limitations on collecting

The museum recognises its responsibility, in acquiring additions to its collections, to ensure that care of collections, documentation arrangements and use of collections will meet the requirements of the Accreditation Standard. It will take into account limitations on collecting imposed by such factors as inadequate staffing, storage and care of collection arrangements.

5. Collecting policies of other museums

There are currently no other registered museums specialising in the collection of material associated with this Regiment.

The museum will take account of the collecting policies of other museums and other organisations collecting in the same or related areas or subject fields. It will consult with these organisations where conflicts of interest may arise or to define areas of specialisms, in order to avoid unnecessary duplication and waste of resources.

Specific reference is made to the following museum(s):

- Imperial War Museum
- National Army Museum
- Clifton Park Museum
- York Castle Museum
- Liddle WWII Archive
- Rotherham Archives & Local Studies
- Green Howard's Regimental Museum
- Prince of Wales Own Regiment of Yorkshire Museum
- Duke of Wellington's Regimental Museum

6. Policy review procedure

The Acquisition and Disposal Policy will be published and reviewed from time to time, at least once every five years. The date when the policy is next due for review is noted above.

The regional agency, MLA Yorkshire, and MLA will be notified of any changes to the Acquisition and Disposal Policy, and the implications of any such changes for the future of existing collections.

York & Lancaster Regimental Museum, Acquisition & Disposal Policy

7. Acquisitions not covered by the policy

Acquisitions outside the current stated policy will only be made in very exceptional circumstances, and then only after proper consideration by the governing body of the museum itself, having regard to the interests of other museums.

8. Acquisition procedures

a. The museum will exercise due diligence and make every effort not to acquire, whether by purchase, gift, bequest or exchange, any object or specimen unless the governing body or responsible officer is satisfied that the museum can acquire a valid title to the item in question.

b. In particular, the museum will not acquire any object or specimen unless it is satisfied that the object or specimen has not been acquired in, or exported from, its country of origin (or any intermediate country in which it may have been legally owned) in violation of that country's laws. (For the purposes of this paragraph 'country of origin' includes the United Kingdom).

c. In accordance with the provisions of the UNESCO 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, which the UK ratified with effect from November 1 2002, and the Dealing in Cultural Objects (Offences) Act 2003, the museum will reject any items that have been illicitly traded. The governing body will be guided by the national guidance on the responsible acquisition of cultural property issued by DCMS in 2005.

d. So far as biological and geological material is concerned, the museum will not acquire by any direct or indirect means any specimen that has been collected, sold or otherwise transferred in contravention of any national or international wildlife protection or natural history conservation law or treaty of the United Kingdom or any other country, except with the express consent of an appropriate outside authority.

e. The museum will not acquire archaeological antiquities (including excavated ceramics) in any case where the governing body or responsible officer has any suspicion that the circumstances of their recovery involved a failure to follow the appropriate legal procedures, such as reporting finds to the landowner or occupier of the land and to the proper authorities in the case of possible treasure as defined by the Treasure Act 1996 (in England, Northern Ireland and Wales) or reporting finds through the Treasure Trove procedure (in Scotland).

f. Any exceptions to the above clauses 8a, 8b, 8c, or 8e will only be because the museum is either:

- acting as an externally approved repository of last resort for material of local (UK) origin; or
- acquiring an item of minor importance that lacks secure ownership history but in the best judgement of experts in the field concerned has not been illicitly traded; or
- acting with the permission of authorities with the requisite jurisdiction in the country of origin; or
- in possession of reliable documentary evidence that the item was exported from its country of origin before 1970.

York & Lancaster Regimental Museum, Acquisition & Disposal Policy

In these cases the museum will be open and transparent in the way it makes decisions and will act only with the express consent of an appropriate outside authority.

g. Acquisition of photographs, works of art or other material still in copyright, must be accompanied by assignment of copyright (or licensing of copyright if assignment is not possible, or with the name and address of the copyright holder for future reference). Where it is impossible to establish the current copyright holder, this should be noted and as much information as possible recorded about the artist, photographer and donor as relevant.

9. Spoliation

The museum will use the statement of principles 'Spoliation of Works of Art during the Nazi, Holocaust and World War II period', issued for non-national museums in 1999 by the Museums and Galleries Commission.

10. Repatriation and Restitution

The museum's governing body, acting on the advice of the museum's professional staff, if any, may take a decision to return human remains, objects or specimens to a country or people of origin. The museum will take such decisions on a case by case basis, within its legal position and taking into account all ethical implications.

11. Management of archives

As the museum holds archives, including photographs and printed ephemera, its governing body will be guided by the Code of Practice on Archives for Museums and Galleries in the United Kingdom (3rd ed., 2002).

12. Disposal procedures

a. By definition, the museum has a long-term purpose and should possess (or intend to acquire) permanent collections in relation to its stated objectives. The governing body accepts the principle that, except for sound curatorial reasons, there is a strong presumption against the disposal of any items in the museum's collection.

b. The museum will establish that it is legally free to dispose of an item. Any decision to dispose of material from the collections will be taken only after due consideration.

c. When disposal of a museum object is being considered, the museum will establish if it was acquired with the aid of an external funding organisation. In such cases, any conditions attached to the original grant will be followed. This may include repayment of the original grant.

d. Decisions to dispose of items will not be made with the principal aim of generating funds.

e. Any monies received by the museum governing body from the disposal of items will be applied for the benefit of the collections. This normally means the purchase of further acquisitions but in exceptional cases improvements relating to the care of collections may be justifiable. Advice on these cases will be sought from MLA.

York & Lancaster Regimental Museum, Acquisition & Disposal Policy

f. A decision to dispose of a specimen or object, whether by gift, exchange, sale or destruction (in the case of an item too badly damaged or deteriorated to be of any use for the purposes of the collections), will be the responsibility of the governing body of the museum acting on the advice of professional curatorial staff, if any, and not of the curator of the collection acting alone.

g. Once a decision to dispose of material in the collection has been taken, priority will be given to retaining it within the public domain, unless it is to be destroyed. It will therefore be offered in the first instance, by gift, exchange or sale, directly to other Accredited Museums likely to be interested in its acquisition.

h. If the material is not acquired by any Accredited Museums to which it was offered directly, then the museum community at large will be advised of the intention to dispose of the material, normally through an announcement in the Museums Association's Museums Journal, and in other professional journals where appropriate.

i. The announcement will indicate the number and nature of specimens or objects involved, and the basis on which the material will be transferred to another institution. Preference will be given to expressions of interest from other Accredited Museums. A period of at least two months will be allowed for an interest in acquiring the material to be expressed. At the end of this period, if no expressions of interest have been received, the museum may consider disposing of the material to other interested individuals and organisations.

j. Full records will be kept of all decisions on disposals and the items involved and proper arrangements made for the preservation and/or transfer, as appropriate, of the documentation relating to the items concerned, including photographic records where practicable in accordance with SPECTRUM Procedure on de-accession and disposal.

Museums, Galleries and Heritage

Service Development Plan

2006-07

Part II – Action Plan

Strategic Objective 1: ROTHERHAM LEARNING

Key Aim of Culture and Leisure Service: Improve the potential of Rotherham people by assisting them to develop through the provision of lifelong learning opportunities

Key Aim for Libraries, Museums and Arts Service:
Increase the number of people engaging in learning opportunities

1A Specific Objective for Museums, Galleries and Heritage Service:
Improve the number and range of temporary exhibitions offered at our venues

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Programme and publicise exhibitions at RAG (rolling basis)	SB RR/FY	Ongoing Review annually	6 exhibitions	£4000 Code L14104	£4000 Code L14104
Programme and publicise exhibitions in the Octagonal Room at CPM (school holidays)	FY RR	Ongoing Review annually	2 exhibitions (1x Easter, 1x Summer)	Divert funding from RAG	Divert funding from RAG
Trial temporary exhibitions in 20 th C. Gallery 2 at CPM via the Artist in Residence and Artefacts & Narratives of Migration projects	FY RR	Exhibitions planned mid 2006 - mid 2007	2 exhibitions	Externally funded	Divert funding from RAG
Develop exhibition at CPM about Walker Family slavery links for the Bi-centenary of the Abolition of Slavery	SB RR	Early 2007	1 exhibition	Externally funded	N/A
Develop exhibitions at both CPM and RAG for Century of Change project	SB RR/FY	Throughout 2007	2 exhibitions	Externally funded	Externally funded
Develop more exhibitions for RAG which use our collections	SB FY	Ongoing Review annually	3 exhibitions	Staff time	Staff time
Encourage more 3D artists to use RAG, alongside 2D displays of contemporary art	SB	Ongoing Review annually	1 exhibition	Staff time	Staff time
Secure funding/sponsorship to improve RAG exhibitions, and develop linked events	SB RR/FY	Ongoing Review annually	1 exhibition (Pillars of Light)	Staff time	Staff time
Programme and publicise exhibitions for the Arts Centre Corridor Wall / Craft Case and CPM shop to support local artists	FY PG WF	Ongoing Review annually	8 exhibitions per space (total of 24 exhibitions)	Staff time	Staff time

1B Specific Objective for Museums, Galleries and Heritage Service:

Improve existing and develop new permanent exhibitions at our sites and venues

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Plan, implement and publicise programme of incremental changes and additions to CPM exhibitions and interpretation (includes snagging left over from refurbishment work and rolling programme of changes to cases identified as being for changing displays)	FY	Early 2007	Rolling programme of improvements	£2500 Code L14104	£2500 Code L14104
Develop permanent display for collections at RAG, as identified in the Accreditation Standard for Museums	FY	Early 2007	1 exhibition	£500 Code L14901	£500 Code L14901
Plan and implement cleaning regime for objects and related displays at CPM and Y&L Museum	FY	Ongoing Review quarterly	Regime implemented	Staff time	Staff time
Plan programme of improvements to Y&L exhibitions to widen their appeal (including layout, lighting, signage and labels, moving the Regimental siver, and emphasis on interactivity, personal stories, family history and curriculum links)	FY RR	Early 2007	Implement 2007-08	£1000 Code L14901	£1000 Code L14901
Plan improvement programme for galleries at CPM that require stronger focus – Drawing and Dining Rooms, Victorian and 20 th Century Galleries	FY RR	Early 2007	Implement 2007-08	£1000 Code L14901	£1000 Code L14901
Plan new glass and park galleries at CPM, and prepare and submit glass gallery application to the Heritage Lottery Fund (note that project may become linked to community work planned around Catcliffe Glass Cone)	SB RR/FY	Early 2007	Plans in place One bid submitted	Staff time (+ secure funding)	Externally funded
Implement regular checks and maintenance of landmarks display panels at our historic sites	PG	Ongoing Review quarterly	Quarterly checks and maintenance	Staff time	Staff time

1C Specific Objective for Museums, Galleries and Heritage Service:

Improve the number and range of events offered at our venues

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Plan, implement and publicise programme of family fun days at CPM (supported by a Community Learning grant until July 06)	LB RR	Started in 2005-06 Review monthly	1 event per month	£1000 Code L14103	£1000 Code L14103
Support the Friends of CPM to deliver their events, including lunch clubs and evening lectures	SB WF	Ongoing Review monthly	1 event per month	Staff time	Staff time
Support Kitchen Rangers sub-group of the Friends of CPM to develop new events based around the kitchen range, including linked grant application to Awards for All	PG RR	Ongoing Review monthly	1 event per month Successful bid	Staff time (+ secure funding)	Staff time
Develop events in partnership with Green Spaces ranger service in Clifton Park	PG RR	Ongoing Review monthly	2 events (Mini-beasts, Raku)	Staff time	Staff time
Plan, implement and publicise programme of Archaeological Finds Identification Days, working with partner organisations where appropriate	FY	Ongoing Review half-yearly	4 events	Staff time	Staff time
Trial development of drama events for Century of Change project (possible partnership with Theatre and Arts Service)	SB RR	Throughout 2007	Implement 2007-08	Externally funded	Externally funded

1D Specific Objective for Museums, Galleries and Heritage Service:

Improve the learning activities and resources for schools offered by our venues

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Develop new loans boxes through Artist in Residence, Artefacts and Narratives of Migration, and Century of Change projects	LB FY	Ongoing Review on project by project basis	4 loans boxes	Externally funded	Externally funded
Trial development of loans collection for Y&L to increase its appeal to schools and test ideas for improving the exhibitions	LB FY	Early 2007	2 loans boxes	Up to £500 Code L14103	N/A

Develop school sessions and resources at CPM based on the kitchen range, based on ideas piloted in 2005-06	LB PG	Late 2006	New sessions prepared and advertised	£1000 Code L14103	£1000 Code L14103
Develop school sessions and resources at CPM based on the WW2 scrapbook project completed in 2005-06	LB	Mid 2006	New sessions prepared and advertised	Up to £500 Code L14103	N/A
Submit application to YMLAC for grant to support development of citizenship school sessions and resources, and implement the project when funding is secured	LB	Mid 2006	Successful bid	Staff time (+ secure funding)	Up to £1000 Code L14103
Audit delivery to and contact with schools, to help improve targeting of future development of services to schools	LB	Late 2006	Audit completed	Staff time	Staff time

1E Specific Objective for Museums, Galleries and Heritage Service:

Improve access to our collections for study and research purposes

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Complete Museum Library at CPM, and introduce and advertise booking system to enable it to be accessible to researchers	FY WF	Mid 2006	Library in use	Staff time	Staff time
Improve access to, working spaces and management systems at collections stores	FY	Ongoing Review quarterly	Work completed	Staff time	Staff time
Support the development of publications which promote MGH collections and historic buildings	FY WF	Ongoing Review as and when funding is available	2 publications (Rockingham, and start Y&L battalion histories)	Staff time	Staff time
Increase efficiency and performance management of Y&L enquiry service	FY	Ongoing Review monthly	New system in place	Staff time	Staff time
Plan, implement and publicise programme of collections study sessions, talks and tours – with particular focus on ceramics and stored collections, including store tours	FY	Late 2006	3 events	Staff time + £500 Code L14901	Staff time + £500 Code L14901
Plan and deliver natural history training initiative for museums and teachers, working with YMLAC and regional museums	FY	Ongoing Review monthly	1 training session delivered (June 06)	Externally funded	N/A

Produce and make accessible a medals information leaflet for the Y&L Museum	FY	Late 2006	Leaflet available at Y&L Museum	£250 Code L14901	N/A
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1F Specific Objective for Museums, Galleries and Heritage Service:

Embed awareness and practice of relevant national agendas into our service delivery

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Use the Inspiring Learning for All (ILfA) framework to evaluate the planning, delivery and legacy of all key MGH tasks	SB/RR FY/LB WF/PG	Ongoing Review monthly	ILfA embedded	Staff time	Staff time
Raise awareness of Skills for Life Quality Initiative within MGH, via completion of the Opening the Doors project delivered in partnership with Archives and Local Studies	RR SB	Ongoing Review monthly	Project completed	Externally funded	Staff time
Advise and support staff, volunteers and Friends of CPM working towards ECDL, as part of the South Yorkshire e-Learning Programme (SYeLP)	FY	Late 2006	ECDL completed by at least 11 individuals	Externally funded	Staff time

Strategic Objective 2: ROTHERHAM ACHIEVING

Key Aim of Culture and Leisure Service: Increase the economic vitality of the Borough, specifically the town centre and disadvantaged communities, through targeted investment in cultural initiatives

Key Aim for Libraries, Museums and Arts Service:

Contribute to the revitalisation of the town centre and other priority communities

2A Specific Objective for Museums, Galleries and Heritage Service:

Develop and implement projects based on buildings and sites linked to our Service

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Support Rotherham's Townscape Heritage Initiative (THI) project [led by EDS]	SB	Ongoing Review as required	Support interpretation	Staff time	Staff time
Support the development of the project to restore and redevelop Boston Park, including refurbishment of Boston Castle as a visitor attraction [led by Green Spaces]	SB	Ongoing Review as required	Support interpretation, and offer expertise in managing historic buildings and attractions	Staff time	Staff time
Support the development of the project to restore and redevelop Clifton Park, including re-landscaping CPM [led by Green Spaces]	SB	Ongoing Review as required	Support interpretation, education facilities, kitchen garden and better car parking	Staff time	Staff time
Support the development of the Cultural Centre in Rotherham, to include RAG, Y&L, stores and study facilities [led by EDS]	SB	Ongoing Review as required	Contribute to LMA project team as required	Staff time	Staff time
Plan and pilot ideas for developing community project based around Catcliffe Glass Cone (note that the project may become linked to development of the new glass gallery at CPM)	SB RR/FY	Late 2006	1 pilot event (Catcliffe Open Day, October 06)	Staff time + £500 Code L14103	N/A
Resolve legal issues relating to the Walker Mausoleum, in order to begin preparation of grant applications for its restoration in partnership with the Friends of MC&WM	SB	Ongoing Review as required	If legal issues resolved, aim to submit bids for work to be done 2007-08	Staff time	Staff time

Prepare relevant grant applications for the restoration/possible reopening of Keppel's Column, and linked community projects	SB	Ongoing Review as required	Aim to submit bids by end of 2006-07 year	Staff time	Staff time
Work in partnership with EDS building manager to ensure venues fit for purpose	SB	Ongoing Review monthly	Monthly meetings with building manager	Staff time	Staff time

2B Specific Objective for Museums, Galleries and Heritage Service:
Develop and implement projects with specific communities in the Borough

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Apply for YMLAC funding and implement Pillars of Light project, in partnership with Library Service and Rotherham Arts	SB RR/FY	Mid 2006	Bid submitted 1 temporary exhibition at RAG, with linked events	Staff time (+ secure funding)	N/A
Support the YMLAC Moving Here project, working with the Yemeni community in the town centre [led by Community Arts]	SB RR/FY	Ongoing Review monthly	Support interpretation and skills development	Externally funded	Externally funded
Support the Young Roots Weave your Banner project, working with youth groups in the Borough [led by Community Arts]	SB RR/FY	December 2006	Support interpretation and skills development Includes CPM public art	Externally funded	N/A
Support the AHRC Artefacts and Narratives of Migration project, working with Pakistani and Kashmiri communities in the Borough [led by Sheffield Universities]	SB RR/FY	Early 2007	Support interpretation and skills development Project includes CPM temporary exhibition	Externally funded	N/A
Develop exhibitions and interpretation at community venues in partnership with local groups as part of Century of Change project	SB RR/FY	Ongoing Review monthly	1 activity run 2 activities planned for 2007-08	Externally funded	Externally funded
Apply for Renaissance Partnerships funding to work with Museums Hub on Art 4 Identity project with priority groups. Deliver project in partnership with Community Arts	SB RR/FY	Ongoing Review as required	Bid submitted	Staff time (+ secure funding) Up to £3500 match-funds Code L14103	Externally funded Up to £4000 match-funds Code L14103
Continue work with Speakup as CPM café franchise, identifying ways to involve them in service planning and delivery	SB WF	Ongoing Review monthly	2 partnership events	Staff time	Staff time

Strategic Objective 3: ROTHERHAM ALIVE

Key Aim of Culture and Leisure Service: Improve quality of life and levels of health and well-being for all people in Rotherham by increasing and widening participation in cultural activities

Key Aims for Libraries, Museums and Arts Service:

- Increase use of LMA Services (services, events and activities based on identified customer and potential customer needs)
- Increase use of LMA Services by priority groups in priority communities (as defined in the Culture and Leisure Service Plan and Neighbourhood Renewal Strategy)

3A Specific Objective for Museums, Galleries and Heritage Service:

Improve advertising and navigational information for our venues and public programmes

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Update, reprint and distribute promotional leaflet for CPM, and improve access by producing large print, Arabic, Urdu and Chinese versions	SB WF	Late 2006	New print run	£2250 Code L14901	£2250 Code L14901
Capitalise benefits to CPM of membership of Yorkshire's Great Houses, Castle and Gardens (YGHCG) scheme	SB WF	Ongoing from 2006 Review annually	Attend meetings Advertise in leaflet Distribute CPM leaflets	£1250 Code L14901	£1250 Code L14901
Distribution of promotional landmarks leaflet to raise the profile of the MGH historic sites	SB	Ongoing Review as required	Leaflet available	Staff time	Staff time
Plan exhibitions and events to coincide with school holidays and/or national, regional and local celebrations to ensure we can tap into publicity generated outside MGH	SB RR/FY	Ongoing Review monthly	Wider publicity achieved for 6 exhibitions and events	Staff time	Staff time
Produce and distribute publicity for each MGH exhibition and event, including posters, flyers, listings (e.g. town-talk), MUSE and press releases	SB/RR FY/LB WF/PG	Ongoing Review monthly	All activities covered	Included in planning and delivery costs for activities	Included in planning and delivery costs for activities
Produce quarterly events and exhibitions leaflet for MGH, available at all venues	SB RR/FY	Ongoing Review monthly	4 leaflets (covering 2006-07 year)	Staff time In-house print	Staff time In-house print

Prepare mailing lists, with a view to identifying opportunities for previews/private views at RAG, and hosting open evenings to build profile of our temporary exhibitions	SB/RR FY/LB WF/PG	Ongoing Review as required	6 previews	Staff time	Staff time
Design and produce hand-out leaflet available at CPM, providing navigational information including floor-plan, gallery guide and collection highlights	RR/FY WF	Late 2007	Leaflet produced	£500 Code L14901	Staff time In-house print
Subject to the impact of the hand-out leaflet at CPM, identify opportunities and funding for a comprehensive guidebook and themed trail leaflets for CPM	RR	Early 2007	Planned for 2007-08	Staff time	Staff time (+ secure funding)
Design, print and distribute CPM corporate hospitality pack to improve bookings	WF	Late 2007	5% increase to bookings	£500 Code L14901	Staff time In-house print
Design and produce portable display about MGH to ensure we can have high quality displays at corporate events and local history fairs (part of Kitchen Rangers Awards for All bid)	SB WF	Late 2007	Boards used to advertise MGH away from venues	Secure funding	N/A
Contribute MGH information to Century of Change project marketing campaign	SB RR/FY	Late 2007	Leaflet produced	Staff time	Staff time
Identify opportunities and funding for new road signage to MGH sites and venues	SB	Ongoing Review as required	Funding bid(s) submitted if appropriate	Staff time	Staff time

3B Specific Objective for Museums, Galleries and Heritage Service:

Support Friends groups to widen our audience profile and increase our capacity to deliver

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Support the activities of Friends groups which have strong links with MGH: Friends of CPM Friends of Clifton Park Friends of Boston Castle and Parklands Friends of MC&WM (Walker Mausoleum) Friends of Keppel's Field	SB RR	Ongoing Review monthly	Ensure Friends are an equal partner in MGH service planning and delivery	Staff time	Staff time

Alongside glass gallery plans for CPM and the linked community project, investigate options for establishing new Friends of Catcliffe Glass Cone, in partnership with Catcliffe Parish Council and Catcliffe and Brinsworth Local History Group	SB RR	Late 2007	Establish advocacy group for Catcliffe Glass Cone	Staff time	Staff time
Design, print and distribute new membership leaflet for Friends of CPM (part of Kitchen Rangers Awards for All bid)	SB	Late 2007	Leaflet produced 5% increased membership	Secure funding	Secure funding

Strategic Objective 4: ROTHERHAM SAFE

Key Aim of Culture and Leisure Service: Contribute to safer neighbourhoods and better environments, through the active engagement of priority communities in cultural activity and targeting resources to improve priority sites

Key Aim for Libraries, Museums and Arts Service:
Establish projects that contribute to safer neighbourhoods and/or reduce crime and disorder

4A Specific Objective for Museums, Galleries and Heritage Service:
Improve levels of staff training to ensure that Clifton Park Museum is a safe visitor environment

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Prioritise training of Customer Service and Security Team at CPM in relevant skills, including museum security, health and safety, manual handling, risk assessment and fire evacuation	WF	Ongoing Review monthly	Training completed	C&L training budget	C&L training budget
Devise and implement procedure for regular health and safety inspections of CPM	WF PG	Ongoing Review monthly	Monthly inspections Remedial works carried out	Staff time	Staff time

Strategic Aim 5: ROTHERHAM PROUD

Key Aim of Culture and Leisure Service: Increase levels of civic pride and citizen involvement, through the provision of inclusive cultural services and opportunities for voluntary and cultural sector involvement

Key Aim for Libraries, Museums and Arts Service AND

5A Specific Objective for Museums, Galleries and Heritage Service:

Improve customer and citizen consultation and involvement (including young people) and ensure it is inclusive of all communities

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Lead responsibility of <i>Rotherham Proud</i> theme for Libraries, Museums and Arts	SB	Ongoing Review as required	Advocacy	Staff time	Staff time
Develop plans and identify opportunities for funding MGH volunteer development project in partnership with Friends of CPM, MAGNA and RCTI (working title 'Heritage in Action')	SB RR	Ongoing Review monthly	Plans finalised Work started on bids	Staff time	Staff time (+ secure funding)
Pilot 'Heritage in Action' project with Kitchen Rangers sub-group of Friends of CPM, applying for grant from Awards for All	PG	Ongoing Review monthly	Successful bid	Staff time (+ secure funding)	Staff time
Support the Rotherham Heritage Association (RHA) and other voluntary local heritage organisations, including co-ordination of the annual Local Heritage Fair	SB RR	Ongoing Review monthly	Participation by groups in MGH projects 1 annual event	Staff time (+ funding from LMA manager)	Staff time (+ funding from LMA manager)
Co-ordinate annual 'Make a Difference Day' volunteers event for LMA, bringing them together and thanking them for their support	SB RR	Ongoing Review annually	1 annual event	Staff time	Staff time
Contribute to developing structured LMA approach to consultation for new Cultural Centre, with particular focus on MGH needs	SB RR/FY	Ongoing Review as required	Consultation underway	Staff time	Staff time
Trial ideas for consultation on Y&L exhibitions with Friends of CPM, to make incremental improvements and feed into plans for the new Cultural Centre	RR/FY	Late 2006	1 consultation exercise evaluated using ILfA	Included in budget for improving Y&L displays	Included in budget for improving Y&L displays

<p>Trial ideas for consultation on RAG temporary exhibitions, including evaluation 'post-it' board for visitors and establishing local consultation panel, to make incremental improvements and feed into plans for the new cultural centre</p>	<p>SB RR/FY</p>	<p>Ongoing Review for each exhibition/event</p>	<p>1 consultation exercise evaluated using ILfA</p>	<p>Staff time</p>	<p>Staff time</p>
<p>Trial use of Generic Social Outcomes (GSOs) to evaluate delivery, following completion of pilot project by Archives and Local Studies</p>	<p>SB RR</p>	<p>Ongoing Review as required</p>	<p>1 activity re-evaluated using the GSOs</p>	<p>Staff time</p>	<p>Staff time</p>
<p>Establish teacher focus group to guide future development of services to schools</p>	<p>LB RR</p>	<p>Late 2006</p>	<p>Group established</p>	<p>Staff time</p>	<p>Staff time</p>
<p>Participate in HLF Case Study Research to identify economic and social outcomes of for CPM redevelopment, working with Ecotec consultancy</p>	<p>SB</p>	<p>December 2006</p>	<p>Research completed, evidence available for use by HLF and RMBC</p>	<p>Staff time</p>	<p>Staff time</p>

Strategic Aim 6: ROTHERHAM SUSTAINABLE

Key Aim of Culture and Leisure Service: Embed sustainable development into all service plans and frontline delivery

Key Aim for Libraries, Museums and Arts Service AND

6A Specific Objective for Museums, Galleries and Heritage Service

Improve the environmental performance of LMA facilities

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
Encourage use of public transport by visitors to all venues (and staff), highlighting relevant information in promotional materials	SB WF	Ongoing	Conduct visitor survey to identify baseline	Staff time	Staff time
Provide bicycle rack and rings for fixing dog leads outside CPM	WF	Late 2006	Conduct visitor survey to identify baseline	Green Spaces	Green Spaces
Investigate opportunities for recycling waste material at CPM (including paper recycling), produced in-house or by the Café franchise	PG	Late 2006	Introduce means of recycling if this is not cost-prohibitive	£500 Code L14101	Subject to outcomes in 06-07
Conserve use of gas, electricity and water at CPM by greater vigilance	SB/RR FY/LB WF/PG	Ongoing Review monthly	Ensure consumption is no higher than 2005-06 level	Reduce consumption by 5%	Reduce consumption by 5%
Provide water cooler for use of staff at CPM, reducing consumption and improving quality of drinking water	WF	Late 2006	Water barrel provided	Cost of cooler Code L14101	Cost of cooler Code L14101

Strategic Aim 7: ROTHERHAM FAIR

Key Aim of Culture and Leisure Service: Strive to ensure that everybody has equal access to the full range of our services irrespective of gender, age, race, disability, sexuality or religion, through appropriate communication, monitoring of usage, satisfaction ratings, complaints and equality training

Key Aims for Libraries, Museums and Arts Service AND

7A Specific Objectives for Museums, Galleries and Heritage Service:

- Establish clear and effective user/non-user communications at all levels of the Service
- Work towards all buildings/services being accessible to people with disabilities
- Ensure the cost of accessing facilities and services is reasonable and managed in a businesslike way

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
7.1 Develop and implement annual visitor survey for CPM, providing evidence of impact for forward planning	SB RR	Mid 2006	First survey completed and evaluated using ILfA	Staff time	Staff time
7.1 Regularly update MGH content on RMBC website, with particular focus on using the LMA Digitisation Strategy as a framework for transforming collections-based temporary exhibitions at RAG into virtual exhibitions	SB/RR FY/LB WF/PG	Ongoing Review monthly	1 online exhibition (Rotherham by the Sea)	Staff time	Staff time
7.1 Support the Friends of CPM to update information and appearance of their website	SB WF	Ongoing Review as required	Re-launch website	Staff time	Staff time
7.1 Contribute MGH information to Century of Change project 'Yorkshire Collections' website	SB RR/FY	Late 2006	Website created	Externally funded	Externally funded
7.2 Consider DDA requirements for projects relating to restoration of MGH historic sites, especially Keppel's Column, Walker Mausoleum and Catcliffe Glass Cone	SB	Ongoing Review as required	Build into capital projects	Staff time	Staff time
7.3 Ensure that venues offer free admission and most events are also free of charge	WF	Ongoing Review monthly	Monitor net cost per museum visit/use	Staff time RMBC policy	Staff time RMBC policy

Strategic Aim 8: ROTHERHAM EXCELLENT

Key Aim of Culture and Leisure Service: Achieve excellence in cultural services provision through effective performance management, community engagement and partnership working

Key Aims for Libraries, Museums and Arts Service AND

8A Specific Objectives for Museums, Galleries and Heritage Service:

- Ensure effective data collection, monitoring, review and analysis as part of performance management
- Maintain and develop clearly defined partnerships which will enhance the impact of Service delivery
- Achieve relevant Service awards and accreditation
- Further develop Corporate understanding and commitment to LMA Services as a means to achieve Corporate objectives
- Develop, implement, monitor and review a Workforce Development Plan
- Establish and deliver consistently high standards of service

KEY TASKS	LEAD	TIMESCALE	TARGET (specific/measurable)	SPENDING PLAN (06-07)	SPENDING PLAN (07-08)
8.1 Provide performance indicator figures and evidence according to requirements, including BVPIs 170a-c	SB WF	Ongoing Review monthly	Information provided	Staff time	Staff time
8.1 Improve method of recording actual visits to CPM by installing electronic counter	WF	Late 2006	Figures recorded	Purchase counter Code L14901 Staff time	Maintain counter Code L14101 Staff time
8.2 Maximise potential funding, resources and legacy of current partnerships, and develop new partnerships to build capacity Current external partners include: MAGNA / RCTI - Heritage in Action Sheffield Universities - Artefact and Narratives of Migration Creative Partnerships - Artist in Residence YOMMS - Century of Change	SB RR	Ongoing Review monthly	Current partnership projects completed 2 new partnerships developed		

<p>YMLAC - projects including Moving Here, Citizenship, Pillars of Light Speak-up - Café franchise at CPM Friends, RHA and local groups - various projects and initiatives</p> <p>Current internal partners include: Library Service - Managing Reminiscence Community Arts - Weave your Banner, Moving Here Archives and Local Studies - Open the Doors, GSOs pilot Community Learning - Family Fun Days Green Spaces – Clifton and Boston Parks EDS - THI and building management</p>					
<p>8.3 Update and/or prepare all necessary plans and procedures for applications for CPM, RAG and Y&L which meet MLA Accreditation Standard for museums (replaces Museum Registration)</p>	SB FY	Mid 2006	Applications	Staff time	Staff time
<p>8.3 Implement new documentation procedures for collections and address backlog as part of Accreditation</p>	FY	Ongoing Review quarterly	Collections documented to (at least) SPECTRUM minimum standards	Staff time	Staff time
<p>8.3 Address issue of outstanding Loans In/Out by creating renewable loan terms</p>	FY	Ongoing Review Quarterly	All Loans In/Out on renewable loan terms	Staff time	Staff time
<p>8.3 Review, implement and train staff on the use of a new Incident Control Plan</p>	FY	Mid 2006 (Review as required)	Plan in place and all staff aware of actions in identified incidents	Staff time	Staff time
<p>8.3 Address Audit Requirement to carry out insurance revaluation of collections</p>	FY	Late 2006	Revaluation in progress	£20,000 Code L14206	N/A
<p>8.3 Address Audit Requirement to provide an auditable collection management system with a user friendly public search facility</p>	FY	Late 2006	System selected and installed, with transfer of data in progress	£66,860 Code L14108	N/A
<p>8.3 Address Audit Requirement for visual inspection of collections at all sites</p>	FY	Early 2007	Fully inspected and located collection	Staff time	Staff time
<p>8.3 Address Security recommendations from MLA Security Audit</p>	SB/FY WF/PG	Ongoing Review as required	Action Plan completed and implemented	Staff time	Staff time

8.3 Prepare and submit application for CPM to ETB Visitor Attraction Quality Assurance Scheme (VAQAS)	WF	Early 2007	Application submitted	Staff time	Staff time
8.4 Prepare and implement MGH Service Development Plan and Project Information Forms (PIFs) for key tasks therein	SB/RR FY/LB WF/PG	Ongoing Review as required	Plan completed	Staff time	Staff time
8.5 Relevant MGH workforce development plan training identified, with training in progress where funding has been allocated	SB/RR FY/LB WF/PG	Ongoing Review monthly	PDRs held and PN1 form submitted to training panel	C&L training budget	C&L training budget
8.5 Workforce development issues (known to MGH as 'continuous improvement') regularly discussed at staff meetings	SB/RR FY/LB WF/PG	Ongoing Review monthly	Minutes kept Actions taken	Staff time	Staff time
8.6 Restructure of MGH in progress to ensure effective use of staff, and enable service to respond proactively to changing public and political demands	SB	December 2006	Restructure completed Business Support Officer appointed	Staff time (Within existing staff budgets)	N/A

Steve Blackbourn, Principal Officer – Museums, Galleries and Heritage
June 2006

Museums, Galleries and Heritage

Service Development Plan

2006-07

Part I – Direction of Travel

1. Introduction

For ease of reference, the Service Development Plan for Museums, Galleries and Heritage is divided into two sections:

- Direction of Travel (this document)
- Action Plan, 2006-07 (attached document)

The Plan complements the Libraries, Museums and Arts Business Plan 2006-07, exploring relevant themes in greater depth.

2. Service Development Plan - Statement of Purpose

The Plan provides a framework within which the Service:

- Presents a strong, clear identity which is understood by all
- Demonstrates that it is central to, and can also be appreciated for its contribution to the regeneration of Rotherham
- Provides a more strategic approach, which identifies and prioritises the direction in which the Service is heading, how it will evolve and use its resources to get there, and how it will measure progress and impact
- Meets its performance targets as a local government service and the requirements of national museum policy
- Links to the Corporate Planning Framework via the Libraries, Museums and Arts Service Business Plan

3. Museums, Galleries and Heritage Service - Statement of Purpose

The Service is run for the People of Rotherham, and its core business is two-fold:

3.1 *To collect and preserve the past (as collections of objects and built heritage) for present and future reference*

This duty of care underpins the Service and is a prerequisite of providing access to the collections.

The '*past*' is the history of Rotherham and its People, and the Service recognises that:

- The history of the Rotherham is a distinctive story of social, industrial, economic and environmental change, and how the past shapes the present and future
- The history of the Rotherham People is a celebration of their energy, creativity and ingenuity, their skills, expertise and artisanship and the increasingly diverse cultural contributions in the community today
- The history of Rotherham and its People is an evolving story

3.2 *To make the collections meaningful, and ensure continued collecting and preservation of the past is worthwhile, by promoting public engagement, and building and sustaining audiences through creative opportunities*

'Public engagement' is entertainment and learning that links local history to local identity by drawing out personal memories and shared experiences. It challenges and open minds, inspires discussion and ideas, deepens knowledge and understanding, and encourages respect and pride in Rotherham achievements. Essentially, this means that the Service is about lifelong learning, social inclusion, cultural diversity and citizenship.

'Creative opportunities' are the delivery method to individuals and communities, which include exhibitions, events and formal and informal learning activities. These opportunities are offered:

- At the venues managed by the Service, which offer safe, clean, accessible and welcoming facilities, and serve as focal points to bring people together on equal terms in friendly, social settings
- By engagement through outreach, delivering these opportunities working with and at the heart of local communities.

4. Museums, Galleries and Heritage Service - Resources

The Service aims to achieve these goals within the resources available and has a policy of free entry to its venues and free access to as many of its creative opportunities as possible.

4.1 Staff

The Staff are a unique resource for the Service in terms of their enthusiasm, commitment and knowledge about both the collections and delivery mechanisms for accessing the collections. They work in four professional teams: Collections and Conservation; Community History and Lifelong Learning; Exhibitions and Technical Services; and Visitor Services and Security.

4.2 Buildings

The Service manages:

- Three venues
 - Clifton Park Museum, Rotherham Art Gallery and the York and Lancaster Regimental Museum
- Seven historic buildings (the collection of built heritage)
 - Clifton House, Keppel's Column, Boston Castle, Catcliffe Glass Cone, Waterloo Pottery Kiln, Walker and Payne Mausoleums
- Three collections stores

4.3 Budgets

The revenue budget for the Service covers the Staff and Buildings, with additional funding to support the Service Values of duty of care and public engagement:

- Care of Collections
- Purchase budget for collecting
- Services to schools (including school loans)
- Events, including family fun and kitchen range activities
- Community history projects
- Improvements to permanent exhibitions
- Temporary exhibitions programme
- Printing and advertising

The Service also raises funds for specific projects from both other council services and external organisations.

5. Model of Service Delivery

All delivery is underpinned by allocating a proportion of resources to continuous improvement to care of and increased access to collections.

The resources for public engagement are prioritised as follows:

- Delivery at principal venue - Clifton Park Museum
- Delivery at satellite venues - Rotherham Art Gallery, York and Lancaster Regimental Museum, and Historic Buildings
- Extended delivery by outreach and audience development

5.1 Care of and Access to Collections

The primary concern of the Service is to achieve and maintain the national Museum Accreditation Standard. This framework ensures that collections are safeguarded by adequate standards of storage, documentation and procedures, and serves as the basis to realise the potential for public access to and engagement with collections.

The Service will also:

- Address issues regarding adequate storage of the reserve collections, including rationalisation of surplus material
- Prioritise all future collections activity (care and access) on the basis of delivering tangible public outcomes (e.g. exhibitions)
- Explore the potential for increasing practical public engagement with collections (e.g. involvement of volunteers)

5.2 Clifton Park Museum - Aims

Clifton Park Museum is the main venue and historic building managed by the Service, and a major local tourist attraction. The continuous improvement and enhancement of its facilities are the primary focus for the Service's work on public engagement.

The Museum will:

- Feature exciting exhibitions, which use the gallery spaces cohesively and are continually refreshed by use of collections items from the museums store
- Tell the distinctive and evolving story of Rotherham and its people, and celebrate their multi-cultural character today

- Engage proactively and responsibly with local people and communities, creating resources for entertainment and learning that keep pace with the latest interpretative techniques and contribute to social and economic regeneration
- Provide a thriving focus for the local community by striving to maintain core audiences of families and children whilst working to increase accessibility by more diverse audiences, including ethnic minority visitors
- Serve as a major attraction aiming for both a local and regional audience, which provides high quality and contemporary visitor facilities and environment
- Improve links with other local attractions to create a 'critical mass' of attractions in Rotherham, with particular reference to partnerships with MAGNA and Clifton Park
- Elicit active community involvement in developments, including working with the Friends of Clifton Park Museum to increase their capacity to support and advocate for the Museum
- Maximise income generation for sustainability, by working with commercial partners, including Speakup (Café franchise)
- Deal with all customers in accordance with the Local Authority Customer Care Standards

5.3 Satellite Venues and Historic Buildings - Aims

Rotherham Art Gallery and the York and Lancaster Regimental Museum are located in Rotherham Central Library and Arts Centre.

Both venues are currently satellites to Clifton Park Museum to:

- Enable the Service to excel with managing one of its venues, rather than spread resources too thinly
- Allow plans to be developed outside the Service for a new 'Cultural Centre' in Rotherham, which will ultimately provide a new home for both venues

The Historic Buildings are satellites because they currently have no delivery capacity. The Service aspires to restore and potentially open them to the public, but their present condition requires significant external funding for work on public engagement to be progressed.

For all Satellite Venues and Historic Buildings, the Service aims to retain and develop their individual roles and identities, whilst linking them more closely to its strategic direction, and make it clear to the public that they are complimentary parts of the larger whole.

For Rotherham Art Gallery, the Service will also:

- Continue to develop temporary exhibitions, which enable the Service to cover in detail the broad subjects covered at Clifton Park Museum, including historical and contemporary arts and crafts and aspects of the history of Rotherham and its People
- Proactively seek to develop more joint initiatives for exhibitions and other learning activities by exploiting the synergy within Libraries, Museums and Arts
- Undertake public consultation to provide evidence to justify its inclusion in the new Cultural Centre

For the Regimental Museum, the Service will also:

- Make incremental improvements to the exhibitions and develop a core of other learning activities and community involvement
- Increase its relevance, emphasising its importance to both the history of the Region and to Rotherham over the last 300 years
- Undertake public consultation to provide evidence to justify its inclusion in the new Cultural Centre

For the Historic Sites, the Service will:

- Develop plans and endeavour to secure external funding for their restoration and potential opening/reopening to the public, and nurture Friends groups to support these developments

5.4 Outreach and Audience Development - Aims

Outreach and audience development is the means by which the Service extends its delivery beyond its venues and historic buildings.

The key elements are:

- Services to schools
- Community exhibitions and training programmes

The benefits are:

- Increasing work commitments with and within local communities
- Providing flexible and responsive ways of delivering creative opportunities with groups from all sections of the community, especially those who are unable to access the museum venues
- Reflecting community life and cultural diversity today through contemporary collecting

The existing 'core' audiences for the Service are estimated as:

- Older people, parents with young children, schools (weekdays)
- Families (weekends)
- Anyone with an interest in local history
- Tourists 'just visiting'

Priority groups are identified in the Neighbourhood Renewal Strategy:

**Geographical communities
(the 25% most deprived areas in the Borough)**

- Aston
- Brinsworth
- Central
- Dinnington
- Flanderwell
- Kimberworth Park
- Maltby
- Masbrough
- Rawmarsh
- Swinton North
- Wath
- Wath East
- West Melton

Communities of interest

- Deprived Children and Young People
- Disabled people and their Carers
- Minority Ethnic Communities
- Vulnerable Older People and their Carers

The Service will focus its outreach and audience development work on these priority groups by:

- Evaluating and mapping existing audiences to priority groups
- Developing creative opportunities to retain existing audiences
- Delivering outreach exhibitions and events with and for priority groups to provide them with a 'taster' about the Service
- Identifying ways of and persuading them to visit Clifton Park Museum or its satellites, in order that the community links created and the support provided can ultimately be sustained

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Lifelong Learning, Culture and Leisure Cabinet Member – Delegated Powers
2.	Date:	18th July, 2006.
3.	Title:	Guidelines for future management and development of Rother Valley Country Park
4.	Programme Area:	Children and Young People’s Service

5. Summary

Guidance notes have been prepared to assist in discussions with Oak Holdings plc about the Council’s expectations for future management and development of Rother Valley Country Park in the event that control is transferred to them in accordance with agreed terms for their development of the YES! project at Pithouse West.

6. Recommendation

- **That officers involved in the preparation of Lease and Development Agreements for Pithouse West and Rother Valley Country Park be instructed to ensure that these conform to the expectations set out in the guidance notes presented herewith.**

7. Proposals and Details

In 2003 the Council entered into a Preferred Developer Agreement (PDA) with Oak Holdings plc for the future development of the Pithouse West site adjacent to Rother Valley Country Park. The PDA included provision for the developer to take on responsibility for managing Rother Valley Country Park, including the full cost of operating the park, upon the opening to the public of the Pithouse West development.

Following a decision by Government Office not to call in the Planning Application for the development, it is expected that the consent will be granted by Planning Board in the near future. Oak Holdings are seeking progress towards a Development Agreement for Pithouse West that would take effect upon granting of planning consent. The PDA states that there should be a separate Lease and Development/Management Agreement for Rother Valley Country Park that would take effect when the Pithouse West development opens. Such an Agreement would establish Oak Holdings responsibilities for the future management and operation of Rother Valley Country Park.

Draft Guidelines are presented with this report, setting out the Council's requirements and aspirations for the Park. It is proposed that these be used by both parties as a framework for developing a Lease and Development/Management Agreement for Rother Valley Country Park.

8. Finance

The preparation of a Development/Management Agreement has no immediate financial implications, although it is an important stage in a process that is intended to lead ultimately to savings through the transfer of responsibility for a deficit in annual running costs amounting to approximately £420,000 per annum based on current estimates.

9. Risks and Uncertainties

The items included in the Guidelines are intended as a check list, and further requirements and aspirations may be identified during the course of negotiations.

The Guidelines do not cover issues such as financial terms and insurance responsibility, although these will need to be considered within the Development or Management Agreement.

10. Policy and Performance Agenda Implications

The preparation of a Development/Management Agreement in line with the proposed Guidelines would represent significant progress towards securing a sustainable future for Rother Valley Country Park and Pithouse West in line with Corporate Priorities, as set out below:

Rotherham Achieving The development of the Pithouse West site would be a major boost to the local economy, bringing major inward investment, providing numerous employment opportunities, and increasing the profile of Rotherham as a tourist destination.

Rotherham Alive The requirements set out in the Guidelines are designed to ensure that the Park develops as a major centre for a wide range of leisure and cultural events and healthy activities.

Rotherham Safe/Sustainable Development The Guidelines also include provision for the maintenance of the Park as a safe and attractive environment for people and for wildlife, and in accordance with Green Flag principles.

11. Background Papers and Consultation

Appendix 1: Guidelines for Future Development and Management of Rother Valley Country Park.

This matter has been discussed with officers in Rotherham Investment and Development Office and staff at the Park.

Contact Name : Phil Gill, Green Spaces Manager, tel 2430
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ROTHER VALLEY COUNTRY PARK GUIDELINES FOR FUTURE DEVELOPMENT AND MANAGEMENT

June 2006

1. Introduction

This paper sets out the Council's requirements and aspirations for the future development and management of Rother Valley Country Park if and when the YES! project goes ahead. It is envisaged that it would be used as a check-list to guide further discussion about work that might need to be carried out in preparation for eventual transfer of responsibility for managing the park to a new body. It is not intended to cover all the financial and other matters that would need to be included in any future lease.

2. Character of park

Essential

- A top class, affordable destination for enjoyment of nature and outdoor pursuits in a safe, attractive landscape setting
- Welcoming to people of all ages, abilities and ethnicity
- A good neighbour to local communities
- Respect for the past and a commitment to the future sustainability of the park
- Promoted as a flagship for Rotherham, becoming well-known and respected across the region and beyond
- Continuing to play its full role for the people of Rotherham as set out in the forthcoming Green Spaces Strategy
- Careful and sympathetic integration with the YES! project
- In conjunction with the Environment Agency to provide an effective flood control area for the River Rother

Unacceptable

- Use of the site for other purposes that might detract from or damage its landscape, ecology or recreational value
- Development that does not serve the needs of people visiting the park to enjoy nature and outdoor recreation
- Lack of care and attention in day to day maintenance and in the planned infrastructure investment leading to erosion of the character and reputation of the park

3. Facilities and activities

Essential

- Routes for walking, cycling and horse riding
- Open grass areas suitable for informal play, picnics etc
- Watersports hire, with a planned approach to maintaining and updating a wide range of modern craft suitable for people of all abilities
- Watersports courses accredited by the appropriate governing bodies
- Cycle hire
- Catering, including café
- Staffed information point/reception during normal opening hours
- Visitor centre/exhibition space
- Environmental education sessions for school children
- A full and varied programme of events and activities open to members of the public each year
- Equipped children's play areas accessible without charge
- Toilets
- Develop and manage existing football pitches, including any relevant recommendations from Rotherham Playing Pitch Strategy
- Provision of facilities and activities aimed at increasing use by target groups and communities as identified by Rotherham Council (including people with disabilities, young people, older people, black and minority ethnic groups, from areas of Rotherham with high levels of deprivation). Developer to sign up to Rotherham Council's Corporate Equalities Agenda.
- Provision of facilities and activities that are aligned to Council and Community Strategy objectives:- Rotherham Learning, Achieving, Alive, Safe and Proud.

Desirable

- Introduction of additional outdoor facilities and activities consistent with ethos of park set out above, and reflecting innovation and good practice elsewhere
- Expansion of watersports centre to provide new classrooms and other accommodation to cater for increased use
- New café/tea room offering increased accommodation and range of meals, snacks and other refreshments
- New and expanded visitor centre housing permanent and temporary exhibitions about the park and other topics of local interest
- A new co-ordinated reception facility for visitors to the park
- Bookable meeting rooms, either with their own catering facilities or served by the cafe

- Limited low-cost overnight chalet or hostel type accommodation for groups or individuals participating in courses and other park activities
- Specialist, small scale retail outlets appropriate to character of park. Maximum unit size 500 square feet. Craft and hobby based business related to park activity and character only. Not for High Street and Station/Airport type multiples.
- Events and activities integrated into annual Rotherham MBC Green Spaces Events Programme

Unacceptable

- Noisy or polluting activities (excluding mutually agreed special events) such as motor sports, off-road driving/trial bikes and motorised water sports
- Activities that cause significant disturbance to wildlife and ecological damage
- Major expansion of retail, and any shops that are not consistent with the ethos of the park
- Mechanised rides and amusements other than travelling fairs and means of travelling around the park and YES sites (e.g. Road Train)

4. Opening times, access and pricing

Essential

- Free, unrestricted access to park for people on foot, bicycles or horses
- Open every day of the year except Christmas day, as present
- Daily opening hours (for vehicles) to be from early morning to late afternoon or evening, depending on day length
- Access to park available both through the YES! site, and through existing entrances to the park.
- Car parking provided within park, with charges not exceeding those set by Council (subject to annual RPI uplifts).
- No reduction in access to customers of other operators occupying the site

5. Staffing

Essential

- Transfer of existing staff with protection of terms and conditions provided by TUPE
- Continued provision of dedicated park-based staff
- Any shortfall in staff capacity to deliver existing services (either due to loss of existing staff or expansion in demand for services) to be

met by recruitment of staff with skills and experience necessary to provide such services to a high quality

- All staff (existing and new recruits) to be provided with all training and other professional development necessary to meet health and safety and other regulations, and to develop services in line with latest technology, standards and good practice.
- Regular staff consultation about the development and management of the park and the YES! project.

6. Relationship with other tenants

Essential

- Early discussion with existing tenants about how development plans for park might affect them
- Continuing liaison with tenants about day-to-day management issues affecting them
- Guaranteed right of access for tenants and their customers

Desirable

- Opportunities for tenants to contribute to joint marketing of the park and their facilities
- Development of liaison between tenants in park and those in YES! project

7. Site management principles

Essential

- Implementation and regular review of a park management plan embracing visitor issues, infrastructure maintenance and development, bio-diversity enhancement and conservation, and landscape improvement.
- Management of park to be in accordance with Green Flag Award principles.
- Ensure that Environment Agency flood control measures are not compromised
- Address and minimise any nuisance or hazard that might arise within the park, for example off-road motor cycling, as matters of urgency.
- Follow best practice to improve environmental sustainability of park operations, including minimisation of pollution and consumption of water and energy, and recycling of materials used or arising (e.g. green waste).
- Compliance with the Council's Corporate Environmental Strategy and the requirements of ISO 14001

Desirable

- Green Flag Award for park to be achieved and retained
- Expansion of management plan to cover YES! project site
- Expansion of Green Flag Award submission to cover YES! project site
- Expansion of park ranger team to allow integrated management of entire outdoor environment around YES! project and within original park.
- Liaison with Rotherham Council Green Spaces Unit to agree common standards and procedures where appropriate

8. Community Involvement

Desirable

- Development and maintenance of volunteer ranger scheme and other opportunities for volunteer involvement
- Setting up of a representative forum open to park users and local residents to facilitate consultation on park management standards and development planning
- Develop and maintain links with local schools and groups to ensure opportunities for outdoor activities and education are maximised and fully exploited.

9. Other matters

Essential

- Work with Rotherham Council's Tourism Service, Commercial and Promotions Unit and other relevant departments as necessary to increase the profile of the park as a flagship for Rotherham, and to promote events and activities within the Borough and beyond.
- Inform Rotherham Council's Press Office in advance of any release of information about the park to the media
- Maintain a strong partnership with Leisure and Green Spaces and other relevant parts of the Council to help in the setting and achievement of performance indicators and other targets
- Provide non-financial information to the Council, for example about numbers and types of users both generally and in specific areas of activity, to assist in monitoring of service outcomes and the preparation of reports to Elected Members
- Be fully engaged in the Local Biodiversity Forum, and contribute to the successful implementation of the Local Biodiversity Action Plan
- Discharge all responsibilities under the provisions of the Reservoirs Act and other relevant legislation

- Continue to work with Firbeck Sailing Club to promote general access to sailing at the park.

Desirable

- Involvement in major events outside the park, in particular the Rotherham Show

Draft